

University of Groningen

Stated locational preferences of entrepreneurs in Italy

Musolino, Dario Antonino

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version

Publisher's PDF, also known as Version of record

Publication date:

2015

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Musolino, D. A. (2015). *Stated locational preferences of entrepreneurs in Italy*. [Thesis fully internal (DIV), University of Groningen]. University of Groningen.

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Stated locational preferences of entrepreneurs in Italy

The patterns, the characteristics and the explanatory factors of the Italian entrepreneurs' mental maps

Dario Musolino

1. The North-South 'perception gap' is wider than the North-South 'reality gap'. To close these gaps, therefore, Italy needs not only considerable investments in infrastructures, but also adequate geographical marketing policies, and further investigations and analyses on the actual role played by the media.
2. The gap in terms of attractiveness between the centre and the periphery in Northern Italy raises two questions that need to be addressed with adequate policies: the low development of the mountain areas in Italy, and the huge potential coming from the high accessibility and the centrality of the area of Milan.
3. *'I'm gonna make him an offer that he can't refuse'* (The Godfather, 1972): the presence of the Mafia is fundamental to explaining the bad image of the Italian Mezzogiorno for investors.
4. North-South divide, centre-periphery, industrial districts. All these spatial patterns – many more than in other European countries - can be used as layers to read the image of Italy according Italian entrepreneurs. That, ultimately, confirms the extremely complex and varied geography of Italy.
5. The mental maps of entrepreneurs can be studied at different geographical scales (macro-regional, regional, local, etc.). But, the more we go to a micro-geographical, detailed, scale, the higher is the probability that a "knowledge gap" affects their shape.
6. According to the entrepreneurs, only one element seems to be equally present all over the Italian territory: the historical and cultural heritage, and the quality of the landscape and the weather. Those positive attributes, at any rate, make Italy an undifferentiated and cohesive country.
7. Stereotypes, commonplaces and prejudices can affect the image of a place for potential investors, making it even unfavourable, even if its endowment of actual location factors is considerable.
8. Different from the Dutch and the German cases, the extremely peripheral geographical location of the Mezzogiorno in the European context probably contributes to worsen its negative perception by the business community. While the Netherlands and Germany are in the centre of Europe, the Mezzogiorno 'borders' with a region (North Africa) currently very unstable and quite under-developed.